

THINK ZERO LLC CASE STUDY

The Mason

Client Profile: New high-end residential rental community with three main buildings containing 96 1-2 bedroom apartments as well as three separate townhomes.



CHALLENGE:

The Mason came to Think Zero LLC (TZLLC) pre-design phase to integrate low waste, sustainable living into the building design and construction.

SOLUTION:

Think Zero LLC designed and executed the following tailored approach:

- 1) Worked with the developer, HREV, to design a lending library and sustainable minded amenity spaces and children's playroom.** TZLLC prepared the community to generate less waste and foster a sense of community by designating space for a lending library where kitchen appliances, tools, ladders and other day-to-day items can be borrowed and shared amongst the community for a small fee, rather than owned. TZLLC worked with the architectural team and recommended sustainable materials and finishes for the amenity space and children's room, which features a library containing many secondhand books. Residents can borrow these books on an honor system, this also helps cut down on the need to purchase new books. Based on TZLLC's suggestion the building offers glass mason jars in the amenity space and as a giveaway which are meant to be filled with your favorite snack or beverage and used again and again.
- 2) Designed Recycle & Refuse rooms, equipped with custom recycling and organics signage, bins that fits the anticipated waste generation of each floor, and helped specify waste infrastructure for the community including a dual waste chute and a compactor for each building, as well as recycle, compost and trash bins for the amenity spaces and town homes.** TZLLC provided customized, attractive signage and recommended all necessary bins and dual stream waste chutes that toggle between trash and metal, glass, plastic and carton recycling to save space in the recycle rooms. TZLLC also worked with The Mason to provide countertop compost bins to all new tenants as a welcome gift and literature with tips and training on how to separate and collect organic material in your home for composting.
- 2) Designed cost-effective low waste opportunities and promotions for incoming residents.** TZLLC collaborated with a local moving company to secure a discount for their moving service that uses durable crates and reuses them for each move. In addition, TZLLC suggested a virtual buy/sell/donate platform for residents to sell or barter their items with other residents, and secured free pickup with local organizations for donations of household goods.
- 3) Developed custom building management manual, resident manual, signage, communication materials, and training.** TZLLC tailored all written communications to match

The Mason's operations. This included manuals for each stakeholder, signage indicating proper recycling and donation procedures depending on the material, flyers for the tenant welcome-packet, website content, and training for porters on how to maintain a low waste, sustainable building.

4) **Supported RFP process for a waste hauler that fits the ethos of the building.** TZLLC provided guidance and recommendations based on price, services, and philosophy that enabled The Mason to choose the best hauler to fit their needs who supports their robust recycling and composting program.